

Cargill launches Feeding Intelligence platform

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New solutions and tools help animal farmers run more efficient and sustainable operations with a shared goal of responsible, nutritious food



Cargill has introduced Feeding Intelligence, a new platform aimed at helping animal farmers navigate the changing food production landscape while raising awareness of their role as everyday heroes.

Feeding Intelligence provides resources for farmers on the latest intelligent animal production practices aimed at helping them improve their operations—across all species. Resources, support and stories of commitment and care are featured on www.feedingintelligence.com. Farmers can find information on a variety of topics including technological advancement, animal health and well-being, performance, sustainability and much more.

Through Feeding Intelligence, Cargill is opening a new front in the effort to help animal farmers succeed. For over a century, Cargill has been a partner for farmers. The introduction of Feeding Intelligence is both recognition of the tough road farmers face and a renewed commitment to helping the company's customers succeed.

A recent Cargill study found that 55% of consumers think farmers should care most about providing safe, healthy, affordable and abundant food. Other noted responsibilities for farmers included sustainability, animal well-being and providing for their employees and communities. These demands from consumers—who have never been more interested in their food yet are so far removed from the farm—are in direct alignment with farmer goals. Yet there remains a tension between both parties.